

Request for City Council Committee Action From The Neighborhood and Community Relations Department

Date: February 15, 2013

To: City Council Vice President Robert Lilligren, Chair,

Committee of the Whole

Subject: 2012 Minneapolis Resident Survey report

Recommendation: Receive and file

Prepared by: Ahmed Muhumud, Access and Outreach Manager
Approved by: David Rubedor, Neighborhood and Community Relations Director
Paul Aasen, City Coordinator
Presenters in Committee: Ahmed Muhumud, NCR Access & Outreach Manager Thomas I Miller Ph.D. President National Research Center Inc.

Previous Directives: In November 2010, the City Council authorized the Neighborhood & Community Relations Department to negotiate and enter into a contract with National Research Center, Inc. to develop and conduct the 2010 and 2012 Minneapolis Resident Survey.

Community Impact

The City of Minneapolis has conducted telephone survey of Minneapolis residents that measures resident opinions, perceptions and expectations regarding City government services and priorities and the City's progress toward achieving our City goals. The survey was conducted on a biannual basis since 2001. The residents' opinions will provide feedback and insights on how well the City is performing in meeting all of the City goals.

City Goals:

A SAFE PLACE TO CALL HOME

People and businesses thrive in a safe and secure city

JOBS & ECONOMIC VITALITY

A world-class city and 21st century economic powerhouse

LIVABLE COMMUNITIES, HEALTHY LIVES

Our built and natural environment adds character to our city, enhances our health and enriches our lives

ECO-FOCUSED

Minneapolis is an internationally recognized leader for a healthy environment and sustainable future

MANY PEOPLE, ONE MINNEAPOLIS

Inclusiveness is a treasured asset; everyone's potential is tapped

A CITY THAT WORKS

Minneapolis is a model of fiscal responsibility, technological innovation and valuesbased, results-driven municipal government

Supporting Information

The City of Minneapolis contracted National Research Center, Inc., a professional research firm, to develop and conduct a random telephone survey of Minneapolis residents that measures resident opinions, perceptions and expectations regarding City government services and priorities and the City's progress toward achieving our City goals. The survey was conducted from October 11, 2012 to November 28, 2012.

The 2012 Minneapolis Resident Survey builds off the surveys conducted in 2001, 2003, 2005, 2008 and 2010 to measure resident opinions, perceptions, expectations and priorities. Particular focus was given to consistency in order to discern real trends in resident priorities and satisfaction with City services. In addition to analyzing changes in resident opinions from previous resident surveys, the 2012 survey results are compared with national norms and benchmark U.S. cities.

The resident survey is intended to:

- 1) Measure satisfaction with City services and perceptions about quality of life indicators, which serve as departmental performance measures
- 2) Gather information on residents' priorities, which inform department business planning efforts
- 3) Gauge residents' need for services, their expectations regarding the level of those services, and their willingness to pay for service enhancements or to pay to maintain existing services
- 4) Gather information about residents' knowledge of City services
- 5) Determine how residents currently access and prefer to access City information

Information on the previous survey results can be found by visiting the city website http://www.minneapolismn.gov/coordinator/rm/results-oriented-minneapolis citizensurvey. The 2012 resident survey information will be available on the City website by February 21, 2013.

The Survey

The 2012 Minneapolis resident survey was administered by phone to a representative sample of Minneapolis residents. A total of 1,378 surveys were completed with an average interview time of 25 minutes. For comparison by survey year, the margin of error is plus or minus four percentage points. For the 2nd time, the survey included cell phone users. In addition, the vendor conducted the survey with both non-English speaking residents and TTY users.